



PROTOCOL: SIGNING AS “GRAN” IN COMMUNICATIONS

[Original March 2014, revised March 2016, July 2017 and May 2020]

As we write letters and emails from across the country to newspapers, MPs and others, GRAN aims for consistency in our messages, visibility of our brand, and credibility on our issues. Identifying GRAN when we write about our advocacy issues gives us greater visibility as a civil society movement/organization and it adds to the ‘credibility’ of a letter when it carries an organizational association. So, in principle, identifying ourselves with GRAN is a good thing! However, there are also potential pitfalls that the following guidelines will help us to avoid.

1. **It is essential that our letters clearly differentiate the boundaries between GRAN and the G2G Campaign.** We can help to avoid confusion if we are clear that our purpose is advocacy, not just working to ‘improve the lives of grandmothers in sub-Saharan Africa’. If you use membership numbers, use those that are appropriate to GRAN (e.g. we are ‘hundreds’ across the country, not ‘thousands’).

Examples of what we might say: **The Grandmothers Advocacy Network is composed of volunteers across Canada who work to ensure Canadian government and global organizations’ support for policies and programs that will “improve the human rights of grandmothers, vulnerable children and youth in Sub-Saharan Africa”. **The Grandmothers Advocacy Network advocates to ensure that Canada does all it can to alleviate the devastating impact of AIDS on the grandmothers and the children in their care in sub-Saharan Africa.

2. **Remember that we are non-partisan.** In practice, this means no mention of political parties in either a positive or negative sense. Of course, we are and can be critical or supportive of specific policies, positions, or statements. If you would like to take a more aggressive stance, it is better not to mention GRAN.
3. **Be careful to get your facts right.** GRAN produces backgrounders, sample letters, etc. that will help with the facts. Consult with the appropriate Working Group, for example, if you have any doubts, or send an email to: grandmothersadvocacy@gmail.com .
4. **Advocacy works best when we all work together.** If a group or a region would like to send letters/emails en masse to MPs or to editors, they should work with the Working Group/Leadership Team/co-chairs to determine the best timing and positioning for this action.

5. **Use of the GRAN letterhead implies official communication representing the entire organization.** To ensure consistent and effective messaging, GRAN letterhead is to be used for official business and only after review by the Leadership Team.
6. **Letters to cabinet ministers and CEOs are to be reviewed by the Leadership Team.** Normally, they will be on letterhead and will be signed by the Co-chairs of the Leadership Team. (Exceptions to this: A letter to a cabinet minister that follows a template as part of a GRAN campaign. Or, a letter sent to a Cabinet Minister in their role as MP for their riding, not in their ministerial role. These would not require review by the Leadership Team.)